



# AI-driven Internal Dialog App for Mental Health

*Talk to oneself like talking to another person*

# PROBLEM

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Rates of mental challenges  
have increased by **250%**

## LONELINESS

**DIFFICULT ACCESS** to  
Remote Mental support service

**HIGH PRICE & STIGMA** of  
Traditional Mental support service

**SLEEP DIFFICULTIES**



**UNCERTAINTY ANXIETY**

**FEAR** of losing athletic condition  
& Sports Scholarship



# SOLUTION

**Got it App** allows users to act as their  
**own mental coach** anytime, anywhere,  
with the utmost confidentiality through  
**Verbalized, Digitized & AI-driven Internal Dialog**

# PRODUCT



## Got it. Your Internal Dialog 4+

Get stress breaking insights.

Got it Life

Designed for iPhone

Free

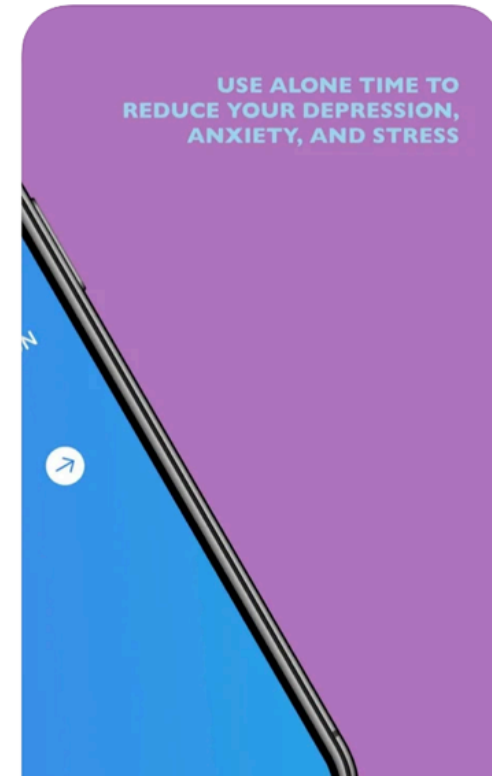
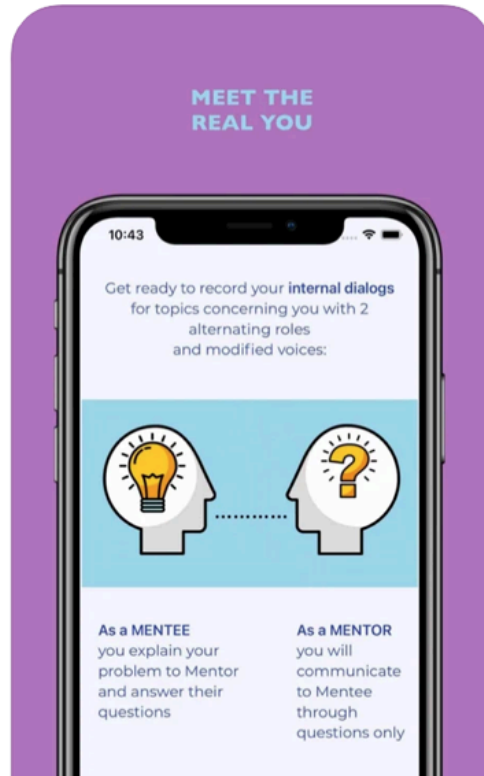
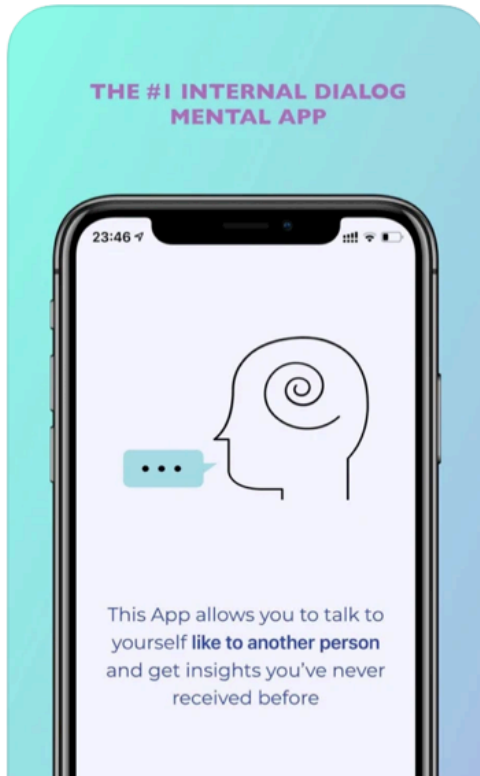
[View in Mac App Store ↗](#)

### SECRET SAUCES:

- **MODIFIED VOICES** distancing user from oneself
- **AI-ANALYSIS** of user's Internal Dialog
- **CUSTOMIZED HINTS** guiding user how to ask & answer

### HOW DOES THE APP WORK: (video):

<https://youtu.be/ppmBr917XrU>



# TRACTION

## B2B-MODEL

3,000,000 patients Healthcare platform



LETTER OF INTENT

300,000 students Sports platforms  
(from 250 high schools & 36 colleges)

CONTRACT



LETTERS OF INTENT



App Validation research



Negotiations with companies



# TRACTION

## USER EXPERIENCE

### Pro Race car driver:

<https://youtu.be/p8Vg8OGSRns>



### Youth Tennis players

<youtu.be/gHSeFmO1TB0>



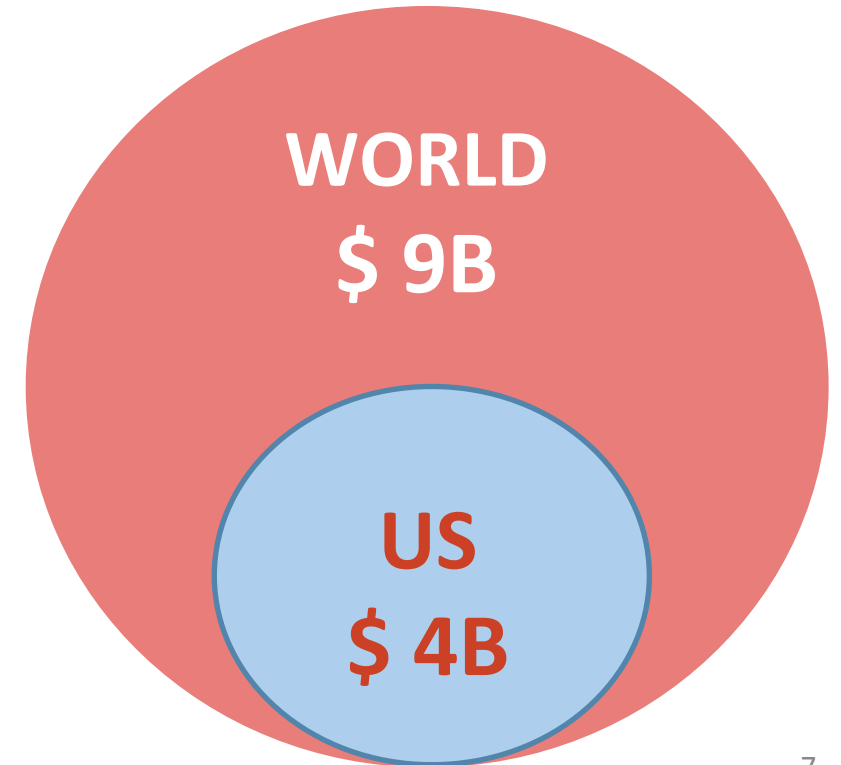
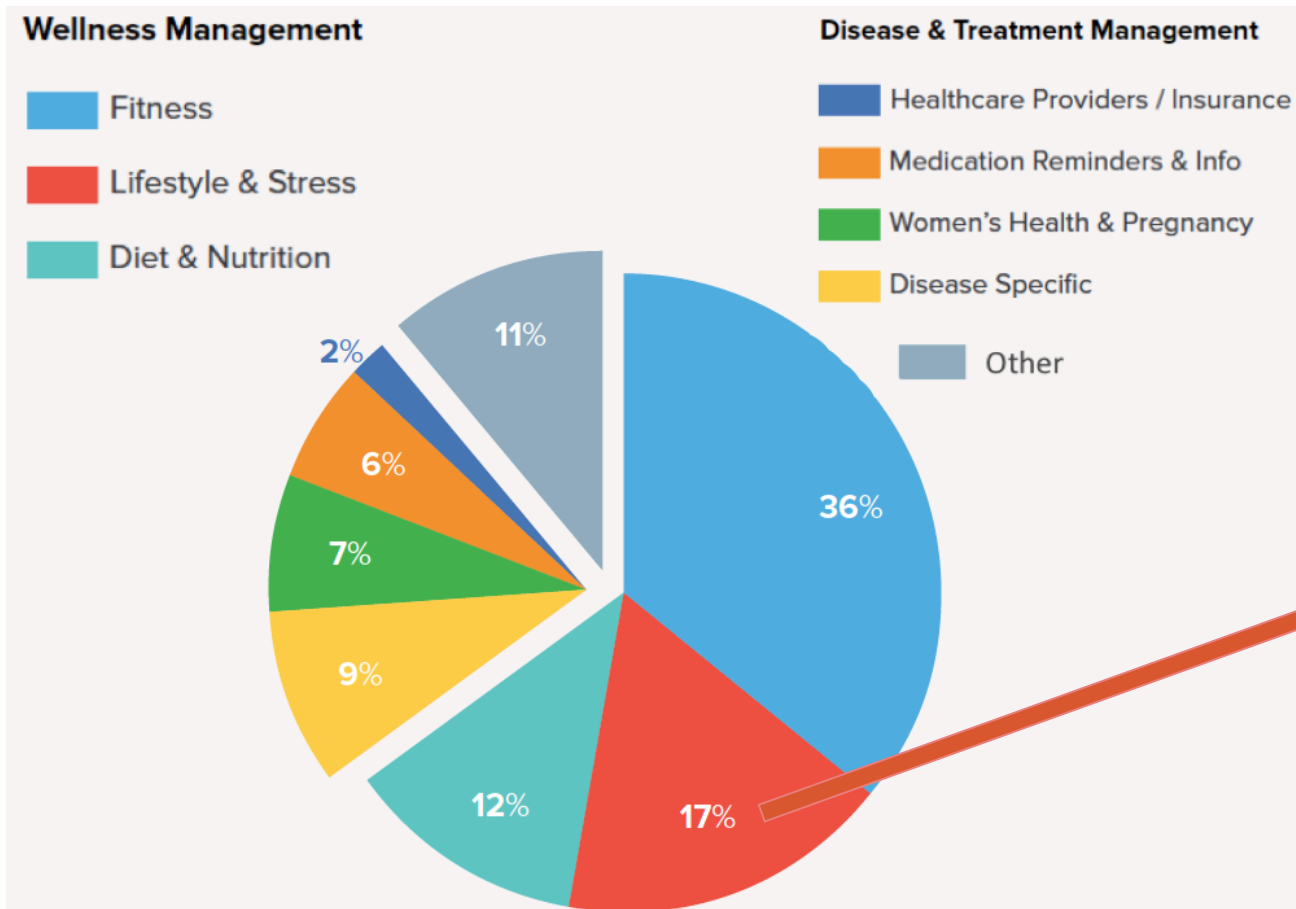
# MARKET

## Mobile Health Apps market

**\$42B in 2021 --- \$310B in 2027\***

## LifeStyle & Stress management of Mobile Health Apps market

**\$9B in 2021 --- \$52.5B in 2027**



# COMPETITORS

## SPORTS MENTAL APPS



**APP-MADE  
SOLUTIONS**  
(from Outside)

User **CANNOT** influence  
the content of the App  
(pre-recorded audio/video  
lessons)



**USER-MADE  
SOLUTIONS**  
(from Inside)

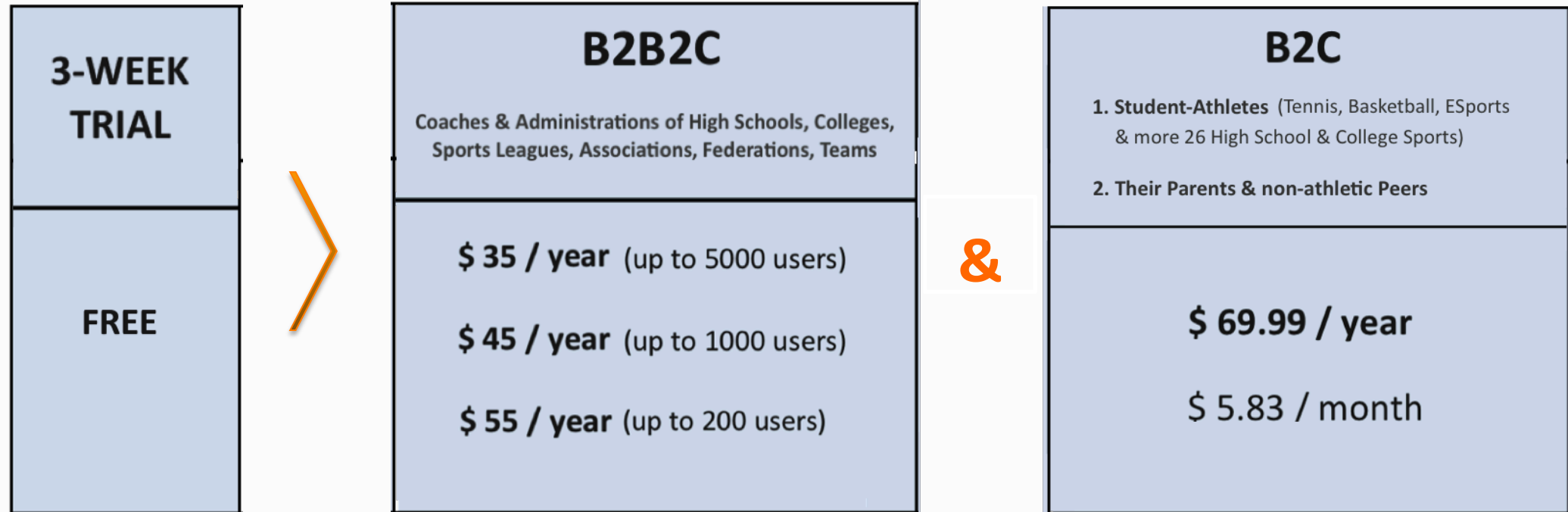
User **CREATES**  
the content of the App  
(Internal Dialog Recordings)

**CONTENT / MEDITATION, TRACKERS, MARKETPLACES**



# BUSINESS MODEL

## FREE TRIAL PERIOD + ANNUAL SUBSCRIPTION



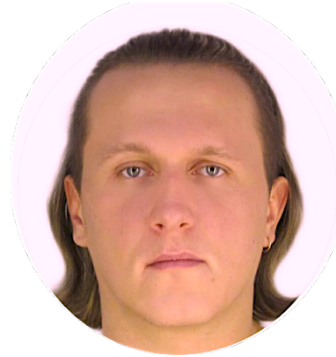
# TEAM



**ARMEN ARUSTAMOV**  
**FOUNDER, CEO**

Former pro tennis player, Psychologist,  
Co-founder of Tennis Academy  
(Orlando, Florida)

<https://www.linkedin.com/in/armen-arustamov-280b7719/>



**ARTEM BOYKOV**  
**CO-FOUNDER, CTO, ANDROID DEV.,  
AI TEAM LEADER**

12 years of app development experience for different  
platforms. Expert in AI/ML for mobile platforms.  
Experience with cloud platforms like AWS & Google  
Cloud. Good understanding of scalable backend  
architecture and system design

<https://www.linkedin.com/in/artem-boykov-328b345a/>



**DMITRY ZAYTCEV**  
**IOS DEVELOPER**

5 years of full stack development of  
client-server cross-platform applications using  
microservice architecture (sql, .net core,  
nodejs, reactJS, docker, rabbitMQ, nginx)

<https://www.linkedin.com/in/dmitry-z-1a29811ba/>

**+ 2 Quality Assurance  
Engineers**

# ADVISORS

**FIRST INVESTOR**



**JOHN STEUART**

**Independent Director,  
Business Development**

Silicon Valley Digital Health VC since 1988,  
Entrepreneur, Certified Public Accountant & CFO  
Co-founder of County Sports Zone



**DANIEL SIEBERG**

**Marketing, Storytelling**

Ex-senior marketing executive at Google,  
tech journalist CNN, ABC, CBS, Co-founder  
of Round A startup GoodTrust



**DIMITAR KOTOV**

**Finance, Investments**

25 years Silicon Valley finance &  
Investment expert



**...and more 5 leaders**

# TIMELINE

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- Tested **80 mental techniques** with more **1000 athletes** for 6 months we sold them online for **\$100,000**

- Chose **Internal Dialog** as one of the most **demanded** technique from 80 tested

**JAN - APR 2020**

Build a **Team & Product**

**Fundraising**  
B2B-partners

**AUG 2021**

**AUG 2019 –  
FEB 2020**

Graduated **Founder Institute Silicon Valley Accelerator** (3.5 months) got a great Networking & Advisers

**MAY 2020 –  
JUL 2021**

Launch **Public Beta**  
(App Store)



**NOV-JAN  
2021**



# FUNDING

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**RAISING - \$500k (for Team & Marketing)**

Apr 2022 - \$20k in MRR

**15 000 free & 1 000 paid users (3 commercial clients)**

Dec 2022 - \$500k in ARR

**100 000 free & 10 000 paid users (15 commercial clients)**



# Armen Arustamov

CEO & Founder



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Download on the  
App Store

[www.gotit.life](http://www.gotit.life)